



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY: STATEMENT OF INTEREST**

Funding Opportunity Title: U.S. Embassy Addis Ababa PDS Request for Statement of Interest

Funding Opportunity Number: DOS-PDS-APS-FY23

Date Opened: February 17, 2023

Deadline for Applications: March 21, 2023

CFDA Number: 19.040 – Public Diplomacy Programs (Smith-Mundt)

Total Amount Available: Approximately \$ 200,000, pending funding availability.

Award amounts: Awards may range from a minimum of \$25,000 to a maximum of \$100,000.

Exceptional proposals above \$200,000 may be considered pending funding availability.

Federal Agency Email: AddisPASAPSGrants@state.gov

A. PROGRAM DESCRIPTION

The U.S. Embassy Addis Ababa Public Diplomacy Section (PDS) of the U.S. Department of State announces an open competition for organizations or individuals to submit a statement of interest (SOI) to carry out a program (or programs) to *Mission Addis Ababa Public Affairs Grants Management Team* at AddisPASAPSGrants@state.gov. Please carefully follow all instructions below.

The submission of the SOI is the first step in a two-step process. Applicants must first submit a concise (**3 page**) statement of interest designed to clearly communicate program idea and objectives. This is not a full proposal. The purpose of the SOI process is to allow applicants to submit program ideas for evaluation prior to requiring the development of a full proposal application. Upon a merit review of eligible SOIs, selected applicants will be invited to expand on their program idea(s) by submitting a full proposal application. Full proposals will go through a second merit review before final funding decision are made.

Purpose of Small Grants: PDS Addis invites proposals for programs that strengthen cultural ties between the U.S. and Ethiopia through cultural, media and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include an American cultural element, or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policies, values, and perspectives.

Examples of PDS small grants programs include, but are not limited to:

- Academic and professional lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances and exhibitions;
- Programs developed by an alumnus/a of a U.S. sponsored or supported educational or professional exchange program.
- Programs that strengthen U.S. college and university relationships with local higher education institutions, businesses, and/or regional organizations.
- Media trainings.



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY: STATEMENT OF INTEREST**

The following types of programs are not eligible for funding:

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs;
- Scientific research;
- Programs intended primarily for the growth or institutional development of the organization; or
- Programs that duplicate existing programs.

The APS is intended to inform individuals, non-governmental organizations, think tanks, and academic institutions about opportunities from the Public Diplomacy Section to support projects in at least one of the following thematic areas:

- Efforts to support Ethiopia's economic and political reforms, including support for civil society, democracy, and governance, and/or entrepreneurship.
- Strengthening independent and state media through media literacy with a focus on workshops for general audiences, like high school classes or clubs, university groups, etc., to learn about how to discern reliable sources of information, how to identify mis- and disinformation, etc.
- Science, Technology, Engineering, Arts and Mathematics (STEAM).
- Engaging emerging and under-represented populations, including youth, women, and persons with disabilities through education, art, sports, culture and other programs.
- Promoting tolerance and peace through dialogue.
- Promoting economic growth, especially via entrepreneurship.
- Promoting sustainable policies to protect the environment.

Priority Program Areas:

Proposals must identify how the proposal would fulfil a general U.S. Embassy priority:

- Spur Broad-based Economic Growth and Promote Development: strengthen role of women and youth in economic activity; improve trade and investment climate; and increase opportunities for employment transition.



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY: STATEMENT OF INTEREST**

- Promote resilient peace, security, and democratic institutions in Ethiopia: Strengthen transparent, democratic institutions that promote good governance, rule of law, peace building, and human rights principles at all levels of government and society; support pluralistic, inclusive dialogue processes.
- Promote sustainable development and mutual prosperity through expanded and deepened partnerships and mutual understanding: Support shared global interests in sustainable economic and human development for vulnerable citizens and communities; strengthen the U.S.-Ethiopian economic and commercial relationship by promoting market-oriented reforms and expanding two-way trade and investment; rebuild and expand people-to-people connections between Ethiopians and Americans.

Authorizing legislation, type, and year of funding:

Funding authority for this small grant program is Smith-Mundt. This Public Diplomacy Statutory Authority helps promote a better understanding of the United States in other countries. The source of funding for the program is FY2023 Public Diplomacy Funding

B. FEDERAL AWARD INFORMATION

Length of performance period: 6 to 12 months

Number of awards anticipated: Approximately five awards

Award amounts: Awards may range from a minimum of \$25,000 to a maximum of \$100,000

Type of Funding: FY23 Smith-Mundt Public Diplomacy Funds

Anticipated programs start date: October 2023

This notice is subject to availability of funding.

Funding Instrument Type: Grant, Fixed Amount Award, or Cooperative agreement. Cooperative agreements are different from grants in that embassy staff are more actively involved in the grant implementation (“Substantial Involvement”).

Program Performance Period: Proposed programs should be completed in **12 months** or less.
The Department of State or US Embassy Addis Ababa Public Affairs Section retains the right to execute non-competitive continuation amendment(s). Any amendment(s) is based on performance, is subject to availability of funds, and is not guaranteed.



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY: STATEMENT OF INTEREST**

C. ELIGIBILITY INFORMATION

1. Eligible Applicants

The Public Diplomacy Section encourages applications from U.S. and Ethiopian:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience.
- Non-profit or governmental educational institutions.
- Individuals will be considered, but priority is given to registered organizations and educational institutions with a proven track record of success.

For-profit or commercial entities, including for-profit media organizations, are not eligible to apply.

2. Cost Sharing or Matching

Cost sharing is not required.

3. Other Eligibility Requirements

To be eligible to receive an award, all organizations must have a Unique Entity Identifier (UEI) number issued via www.SAM.gov as well as a valid registration on www.SAM.gov. Please see Section D.3 for more information. Individuals are not required to have a UEI or be registered in SAM.gov.

Applicants are only allowed to submit one concept note per organization. If more than one concept note is submitted from an organization, all concept notes from that institution will be considered ineligible for funding.

D. APPLICATION AND SUBMISSION INFORMATION

1. Application Package

Statements of interest (SOIs) must be submitted on the attached concept note template form.

Upon a merit review of eligible SOIs, selected applicants will be invited to expand on their program idea(s) by submitting a full proposal application and fill in the mandatory application forms available



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY: STATEMENT OF INTEREST**

at <https://www.grants.gov/web/grants/forms/sf-424-family.html>. Full proposals will go through a second merit review before final funding decision are made.

2. Content and Form of Application Submission.

Please follow all instructions in the attached concept note form carefully. SOIs that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

3. Submission Dates and Times

SOIs are due no later than March 21, 2023.

4. Other Submission Requirements

All application materials must be submitted by email to AddisPASAPSGrants@state.gov.

Please see below for information about registrations required for all organizations applying for funding.

E. APPLICATION REVIEW INFORMATION

1. Criteria

Each SOI will be evaluated and rated based on the evaluation criteria outlined below.

Quality of Program Idea – 50 points: The SOI is responsive to program framework. The idea is communicated well and is feasible. SOIs that promote creative approaches to address program objectives are highly encouraged. The proposed timeline is reasonable. Embassy priority areas/target audiences are clearly addressed.

In accordance with the Executive Order on Advancing Racial Equity and Underserved Communities, proposals should demonstrate how the program advances equity with respect to race, ethnicity, religion, income, geography, gender identity, sexual orientation, and disability. The proposal should also demonstrate how the program will further engagement in underserved communities and with individuals from underserved communities. Proposals should demonstrate how



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY: STATEMENT OF INTEREST**

addressing racial equity and underserved communities will enhance the program's goals and objectives, as well as the experience of participants.

The support of underserved communities will be part of the review criteria for this opportunity. Therefore, proposals should clearly demonstrate how the program will support and advance equity and engage underserved communities in program administration, design, and implementation.

Organizational Capacity and Record on Previous Grants –35 points: The SOI should demonstrate the organization's expertise and previous experience in administering programs. If a local partner is identified SOI should briefly describe the partner's role and experience.

Program Planning/Ability to Achieve Objectives – 15 points: The SOI should clearly articulate proposed program activities and expected results towards achieving program objectives and goal(s).

2. Review and Selection Process

A Grants Review Committee will evaluate all eligible SOIs. ***(All eligible SOIs will be reviewed against the criteria listed above. SOIs are reviewed individually against the criteria and not against competing SOIs. For a balanced review all panelists will review the first page of the SOI up to the page limit and no further. The panel may provide conditions and/or recommendations on SOIs to enhance the proposed program. Conditions must be addressed, and recommendations should be addressed in a full proposal application.)***

3. Following the review, any successful SOI applicants will be contacted and instructed to submit full applications. A full application will include:

- **SF-424 (Application for Federal Assistance – organizations) or SF-424-I (Application for Federal Assistance --individuals)**
- **SF424A (Budget Information for Non-Construction programs)**
- **SF424B (Assurances for Non-Construction programs) for individual or organization exempted from registering in SAM.**

4. Unique Entity Identifier and System for Award Management (SAM.gov)

Required Registrations:

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY: STATEMENT OF INTEREST**

Unique Entity Identifier and System for Award Management (SAM)

All prime organizations, whether based in the United States or in another country, must have a Unique Entity Identifier (UEI) and an active registration with the SAM.gov before applying. U.S. Embassy Addis Ababa may not review applications from or make awards to applicants that have not completed all applicable UEI and SAM.gov requirements. A UEI is one of the data elements mandated by Public Law 109-282, the Federal Funding Accountability and Transparency Act (FFATA), for all Federal awards.

Note: As of April 2022, a DUNS number is no longer required for federal assistance Applications.

The 2 CFR 200 requires that sub-grantees obtain a UEI number. Please note the UEI for sub-grantees is not required at the time of application but will be required before the award is processed and/or directed to a sub-grantee.

Note: The process of obtaining or renewing a SAM.gov registration may take anywhere from 4-8 weeks. Please begin your registration as early as possible.

- Organizations **based in the United States** or that pay employees within the United States will need an Employer Identification Number (EIN) from the Internal Revenue Service (IRS), a Commercial and Government Entity (CAGE) code, and a UEI number prior to registering in SAM.gov.
- Organizations **based outside of the United States** and that do not pay employees within the United States do not need an EIN from the IRS, but do need a UEI number prior to registering in SAM.gov.
- Please note that as of December 2022, organizations based outside of the United States that do not intend to apply for U.S. Department of Defense (DoD) awards are no longer required to have a NATO CAGE (NCAGE) code to apply for non-DoD foreign assistance funding opportunities. If an applicant organization is mid-registration and wishes to remove an NCAGE code from their sam.gov registration, the applicant should submit a help desk ticket ("incident") with the Federal Service Desk (FSD) online at www.fsd.gov to seek guidance on how to do so.

All prime organizations must also continue to maintain active SAM.gov registration with current information at all times during which they have an active Federal award or application under consideration by a Federal award agency. SAM.gov requires all entities to renew their registration



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY: STATEMENT OF INTEREST**

once a year in order to maintain an active registration status in SAM. It is the responsibility of the applicant to ensure it has an active registration in SAM.gov and to maintain that active registration. If an applicant has not fully complied with the requirements at the time of application, the applicant may be deemed technically ineligible to receive an award and use that determination as a basis for making an award to another applicant. Please refer to 2 CFR 25.200 for additional information.

Note: SAM.gov is not the same as SAMS Domestic. It is free of charge to register in both systems, but the registration processes are different.

Information is included on the SAM.gov website to help international registrations. Navigate to www.SAM.gov, click “HELP” in the top navigation bar, then click, “Explore” and “New to SAM.gov?” for general information. Please note, guidance on SAM.gov and the guidance on GSA’s website is being updated to reflect the change in NCAGE requirement. Applicants should review the website frequently for the most up-to-date guidance.

Exemptions

An exemption from these requirements may be permitted on a case-by-case basis if:

- An applicant’s identity must be protected due to potential endangerment of their mission, their organization’s status, their employees, or individuals being served by the applicant.
- For an applicant, if the Federal awarding agency makes a determination that there are exigent circumstances that prohibit the applicant from receiving a unique entity identifier and completing SAM registration prior to receiving a Federal award. In these instances, Federal awarding agencies must require the recipient to obtain a unique entity identifier and complete SAM registration within 30 days of the Federal award date.

Organizations requesting exemption from UEI or SAM.gov requirements must email the point of contact listed in the NOFO at least two weeks prior to the deadline in the NOFO providing a justification of their request. Approval for a SAM.gov exemption must come from the warranted Grants Officer before the application can be deemed eligible for review.

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

www.SAM.gov registration
Unique Entity Identifier (UEI)



**U.S. DEPARTMENT OF STATE
U.S. EMBASSY ADDIS ABABA PUBLIC AFFAIRS SECTION
NOTICE OF FUNDING OPPORTUNITY: STATEMENT OF INTEREST**

Step 1: Register in SAM by logging onto: <https://www.sam.gov>. SAM registration must be renewed annually.

Step 2: Retrieve Unique Entity Identifier (UEI) number also from <https://www.sam.gov>.

To access SAM.gov an organization is required to have a Login.gov account. Organization can create an account at <https://login.gov/>.

Since April 2022, the UEIs are assigned when an organization registers or renews its registration in SAM.gov at www.SAM.gov. **Organizations should renew their registration once a year in order to maintain an active registration status in SAM.gov. It is the responsibility of the applicant organization to ensure it has an active SAM registration**

If a SOI is accepted for a full proposal application, the organization must obtain a UEI and have an active SAM.gov registration before submitting its full proposal application. Therefore, we recommend starting the process of obtaining a SAM.gov registration as soon as possible. The process can take several weeks. Please note there is no cost associated with UEI or SAM.gov registration.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Administrative and National Policy Requirements

Terms and Conditions: Before submitting the SOI, applicants should review all the terms and conditions and required certifications which will apply if a full proposal application is requested and awarded, to ensure that they will be able to comply. These include:

2 CFR 200, 2 CFR 600, and the Department of State Standard Terms and Conditions which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>.

G. FEDERAL AWARDED AGENCY CONTACTS

If you have any questions about the SOI application process, please contact: AddisPASAPSGrants@state.gov.